



Brand Ambassador FAQ's

- 1. What is the criteria to be considered for the position of a Shannon Fabrics Brand Ambassador?**
 - a. LOVE TO SEW - Have sewing experience and know how to sew a basic quilt and/or garment
 - b. Have some experience sewing on knits or plush type fabric
 - c. Enjoy people
 - d. Have some teaching, public speaking and or leadership experience
 - e. Have a car and be available to drive up to 100 miles from your home
 - f. Have a friendly, positive and passionate attitude/personality

- 2. What are the next steps?**
 - a. Please email Teresa Coates at teresa@shannonfabrics.com with your name and phone number and a sentence or two about why you are interested.
 - b. Have a short conversation with Teresa Coates, our Event & Education Coordinator.
 - c. Have a second conversation with Ellen Mickelson, Marketing Manager.
 - d. We will send you a Wee One Cuddle® kit with free pattern to sew for us. This is a simple sew and flip strip quilt kit. We will include a UPS label with the kit for you to return to us at no cost to you.

- 3. What in-store classes and events do you need Brand Ambassadors for?**
 - a. We offer an in-store demo combined with a show and tell of sorts with various products made with our fabrics. This is a no-sew opportunity for shops that do not offer sewing classes. This is a 2-hour event. We will send the trunk show, giveaways and supporting materials to the shops. This is an opportunity for the shops to expose their customers to our fabrics. We will share tips and tricks on working with our products, show step outs of various techniques and more. We will inspire the customer to sew with our products by showing how versatile and easy our fabrics are to work with.

 - b. We offer 4 – 6 different sewing classes. These classes will sew a project which will be pre-determined. We will send the trunk show, giveaways and supporting materials to the shops. This is an opportunity for the shops to expose their customers to our fabrics. We will share tips and tricks on working with our products, show step outs of various techniques and more. We will inspire the customer to sew with our products by showing how versatile and easy our fabrics are to work with. Classes will run anywhere from 3 – 6 hours.

- 4. Will there be any training for this position?**

Yes, we are working on a 2-day training program which will most likely be held in our Los Angeles, CA office. Shannon Fabrics will pay all expenses for you to attend our training.

- 5. What type of additional support will I receive?**

We have product specialists available to answer ANY of your questions about our products and/or sewing techniques.

6. What types of shops will I go to?

You will be teaching at independent quilt shops and independent fabric stores.

7. How much will I get paid?

You will be paid approx. \$20.00 - \$25.00 per hour.

Your hourly rate begins when you leave the house and ends when you arrive back home.

8. Are there any other benefits or perks?

Yes, you will receive our best employee pricing which is a 30% discount off of our lowest selling price.

9. Can I make my own schedule?

Yes. Teresa will work with the shops to schedule the events around your schedule and theirs. You may be needed some evenings and weekends.

10. What is the dress code?

Look Professional. Business casual is fine. Dress comfortably. OK to wear clothing that has been made with our fabric.

11. I'm not interested in teaching. Are there any other ways to be involved with Shannon Fabrics? OR I'd love to teach and do more. What other opportunities are available?

We are always in need of sewists for our kit program and to sew display items for trade shows.

12. How much will I get paid for sewing?

We pay per piece pricing ranging from \$6.00 - \$50.00.

13. Do you supply thread and sewing supplies? Do I get reimbursed for these?

Yes, we provide and/or reimburse for thread, batting, blades and sewing supplies used in products you sew for Shannon Fabrics.

14. Do I bring my own tools and sewing supplies to the classes?

Shannon Fabrics will provide the supplies you will need for the classes.

15. Will I be selling your fabrics and products to shops?

No, you will not be selling our products. You will be provided with a list of sales reps for each state and will be able to refer our accounts to their local sales rep. You will also be taught how to direct the shops to use our website to view our fabrics and place their orders online. You will have a kit catalog to show and share with the shops as well.

16. Who will I be working with/for at Shannon Fabrics?

You will work with Teresa Coates. She is the Event & Education Coordinator at Shannon Fabrics. She can be reached by phone at (323) 234-5252 or email at teresa@shannonfabrics.com

17. How will I find out if I am hired?

You will hear back from us shortly after we receive the finished quilt kit we sent you.